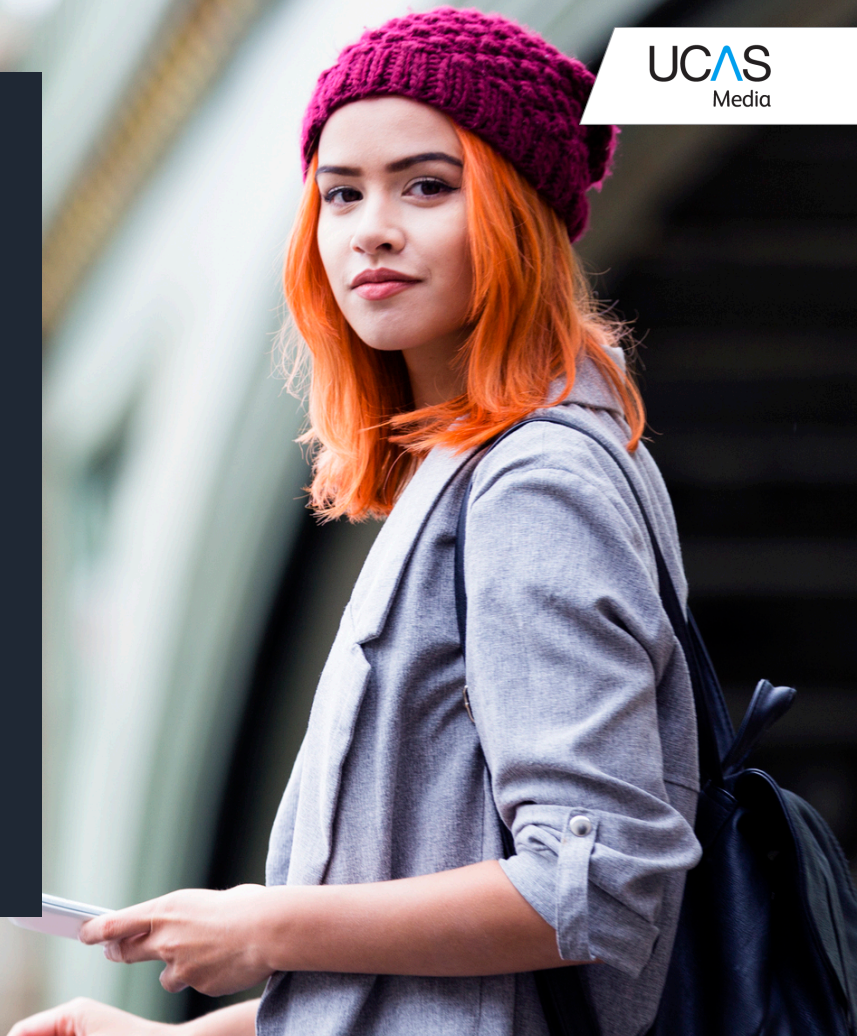


OCTOBER 2021

# UCAS MEDIA INSIGHT NEWSLETTER



## Welcome to October's newsletter

Hot off the press this month is our End of Cycle Clearing Survey, the results of which will help every provider to address gaps in their informational and promotional campaigns.

Plus we have an update on our ever-growing PAD22 database, which will be vital for early engagement with next year's applicants.

You'll also find the usual monthly rundown of what's hot from the UCAS website, regarding popularity and demand of courses, countries, cities, and pages.

Let's get stuck in.

# What are students doing?

On [ucas.com](https://ucas.com)

# WHO'S ENGAGING WITH UCAS?

TOP SEARCHED FOR SUBJECTS ON UCAS SEARCH IN SEPTEMBER 2021

Position for  
September 2021

=	1	Medicine	▲ <sup>5</sup>	6	Criminology
=	2	Psychology	▼ <sup>2</sup>	7	Midwifery
=	3	Law	=	8	Physiotherapy
=	4	Nursing	▲ <sup>1</sup>	9	Computer science
▼ <sup>1</sup>	5	Business	▼ <sup>1</sup>	10	Pharmacy

▲  
Change in  
position since  
September 2020



## WHO'S ENGAGING WITH UCAS?

UCAS.COM USERS: TOP 10 NON-UK COUNTRIES IN SEPTEMBER 2021



Position for  
September 2021

▲ <sup>2</sup>	1	Ireland
▼ <sup>1</sup>	2	United States
▼ <sup>1</sup>	3	India
=	4	China
▲ <sup>4</sup>	5	Nigeria
▲ <sup>1</sup>	6	Pakistan
▼ <sup>2</sup>	7	Hong Kong
▲ <sup>14</sup>	8	Philippines
▼ <sup>1</sup>	9	United Arab Emirates
▼ <sup>4</sup>	10	South Africa

▲  
Change in  
position since  
September 2020

# WHO'S ENGAGING WITH UCAS?

UCAS.COM USERS: TOP 10 UK CITIES IN SEPTEMBER 2021



Position for  
September 2021

=	1	London
=	2	Birmingham
=	3	Manchester
=	4	Glasgow
=	5	Bristol
=	6	Leeds
▲ <sup>3</sup>	7	Liverpool
▲ <sup>1</sup>	8	Belfast
▼ <sup>2</sup>	9	Nottingham
▲ <sup>2</sup>	10	Edinburgh

POSTCODE DISTRICT MAP

Change in position  
since September 2020



# WHO'S ENGAGING WITH UCAS?

TOP UG PAGES ON UCAS.COM IN SEPTEMBER 2021

Position for  
September 2021

=	1	How to write a UCAS Undergraduate personal statement
▲ <sup>1</sup>	2	Applying to university
▼ <sup>1</sup>	3	Filling in your UCAS undergraduate application
▲ <sup>1</sup>	4	UCAS undergraduate: When to apply
▼ <sup>1</sup>	5	How to choose the right undergraduate course for you

▲  
Change in  
position since  
September 2020

# End of Cycle Clearing Survey 2021

Key findings about how students searched for vacancies



# End of Cycle Clearing Survey 2021



Sent to 2021  
applicants who found  
a place using Clearing

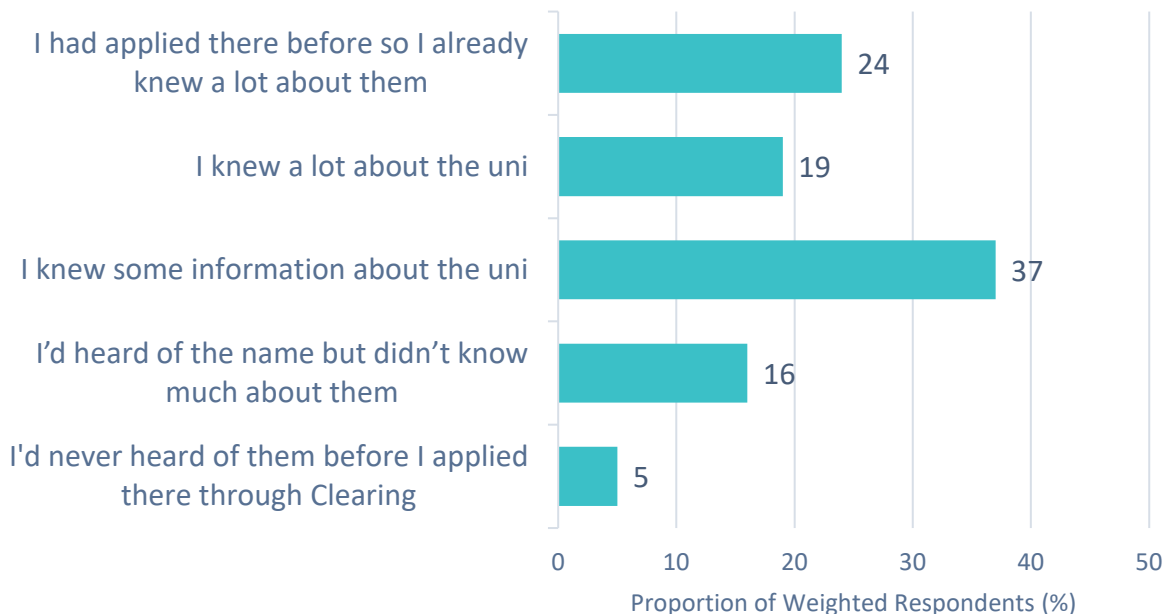


Covering experience of  
using Clearing and  
decision making



Received over 3,000  
responses

## Q: Thinking about the university or college you were placed at through Clearing, how much do you feel you knew about them before applying to them through Clearing?



Nearly a quarter of students found a place at a uni they'd already applied to

80% found a place at a provider they felt they knew a lot or some info about

This is a trend we've been seeing for the past few years. Clearing is now an integral part of the application cycle, and your January deadline campaigns are just as important to your Clearing activity.

## Where do students search for available Clearing places?

### Top 3 sources for 2021:

38% - university  
and college  
websites



35% - ucas.com  
search tool



10% - Clearing Plus  
- the 'See Matches'  
button in Track

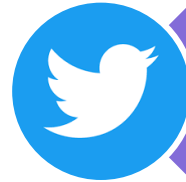


Same top 3 sources as in 2020  
Social media increased to 3% this  
year, ranking fourth

# Which social media platforms did applicants use to search for Clearing places?



Instagram – 36%



Twitter – 12%



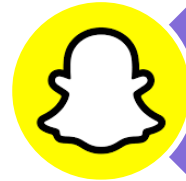
Facebook – 25%



TikTok – 9%



YouTube – 15%



Snapchat – 8%



# Where did applicants see advertisements for the university or college they found a place at through Clearing?

UCAS



**Social media – 52%**  
(+10% from 2020)



**UCAS website – 48%**  
(-5% from 2020)



**Emails – 33%**  
(+4% from 2020)

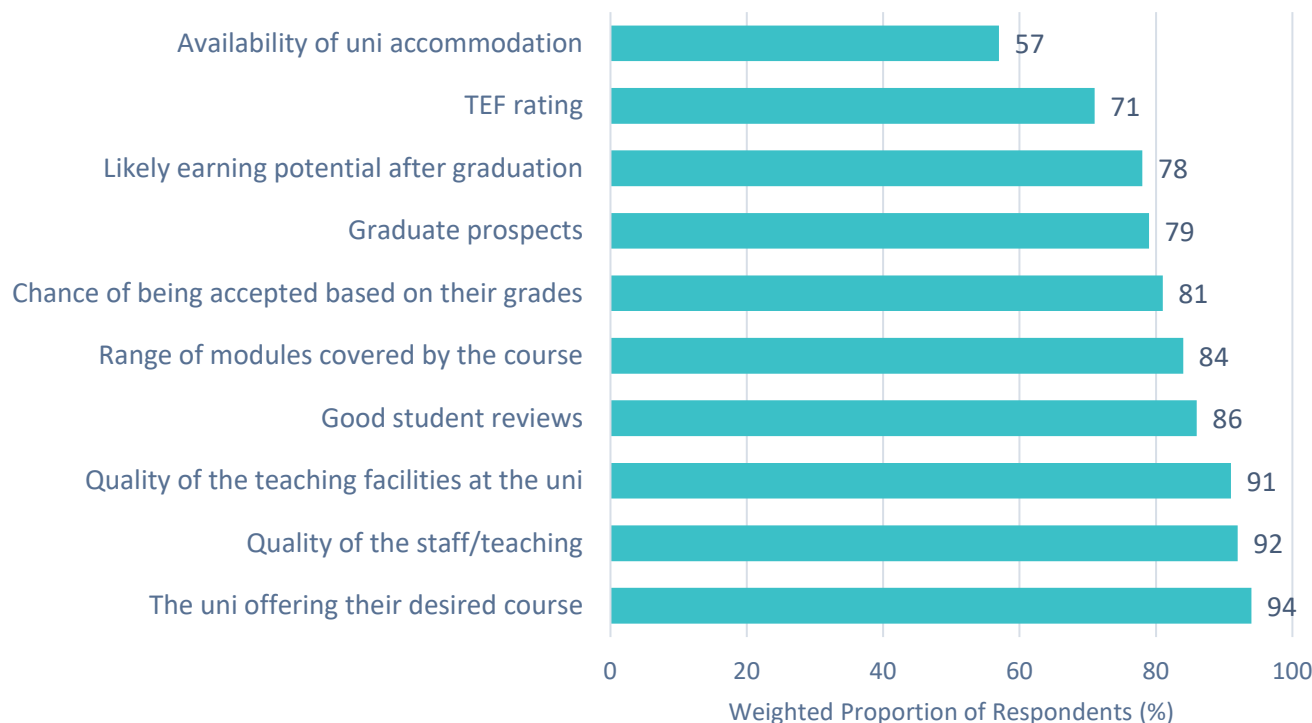


**University or college website – 43%**  
(-13% from 2020)

Slight increases observed for other sources e.g. SMS, TV, and Newspapers or magazines

Biggest increase for social media

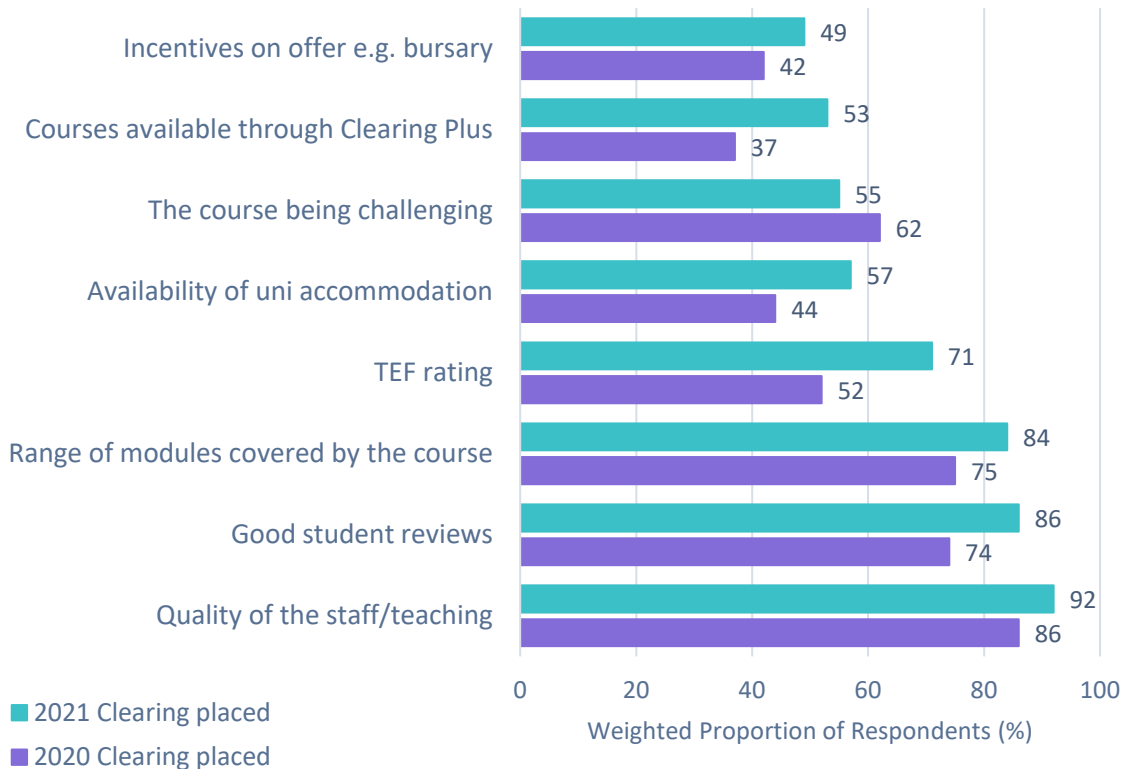
## Q: How important were the following factors when choosing your place in Clearing?



Proportion of applicants who rated the factor as Very important or Important

Top 3 most important factors remain the same as in 2020 and 2019

# How has the importance of provider-specific factors changed to students in Clearing since last year?



Most factors have increased in importance

TEF rating, Clearing Plus courses and good student reviews increased most

The course being challenging was the only decrease (-7%), perhaps a sign that students are better prepared.

# CLEARING PLACED SURVEY 2021

## KEY FINDINGS FROM THE SURVEY

- Nearly a quarter of students **found a place at a uni they'd already applied to**, and 80% found a place at a uni they felt they knew a lot about or some info about. By booking **PAD** campaigns with us, not only are you generating leads and open day attendees, but it's also important work for your potential Clearing intake.
- Over half of applicants saw ads for the uni they were placed at on **social media** (up 10% on 2020). Our Facebook and Google Clearing ad campaigns saw positive uplifts in engagement levels this year.
- Good **student reviews** are increasing in importance. Regularly check review sites to see what your students are saying about your institution and their time there.

More information from the Clearing surveys will be released soon – get in touch if you'd like to discuss any of the findings.





# PAD 2022 – bigger than ever!



Click the image to watch

Over **100k** females  
interested in STEM – over  
90% have opted-in to  
receive education info

As you can see, there's so much opportunity to influence short and longer term strategies.

Whether you want to utilise these new findings to design a better Clearing experience for next year, or kick off your recruitment campaigns with access to your potential future applicants, we're here to help.

To hear more about what we can do to support your provider, or to read our other research and survey results, [get in touch](#).

We'll be back next month, with more insight, from October 2021.

# Get in touch

For further information and insights contact your UCAS Media account manager or email us at [ucasmediaeducationteam@ucas.ac.uk](mailto:ucasmediaeducationteam@ucas.ac.uk).